

## Message Text

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PAGE 01 PARIS 10132 211852Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EA-10 CIAE-00 EB-07 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /060 W

----- 107875

R 211828Z APR 75

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 8716

UNCLAS PARIS 10132

PASS COMMERCE FOR OIM/FIELDS

E.O.11652: N/A

TAGS: BEXP, FR

SUBJ: FY1976 CCP AND PARIS TRADE CENTER EVENT

SCHEDULE

REFS: (A) USDOC 5540; (B) PARIS 9011

1. AS REFTELS OBVIOUSLY CROSSED IN TRANSMISSION WE ASSUME OIM IS RECONSIDERING REF(A) IN LIGHT OF REF (B). THIS MESSAGE ADDRESSES NEW POINTS RAISED IN REF (A).

2. RE EIPT VERSUS FPP FOR JUNE SLOT WE ACCEPT USDOC JUDGMENT THAT TAIPEI SHOW WOULD PRESENT RECRUITMENT DIFFICULTIES. IN OUR EXPERIENCE, HOWEVER, MANY EIPT EXPORTERS, PARTICULARLY IN EASTERN U.S., SPECIALIZE MORE IN EUROPEAN THAN ORIENTAL MARKET. WE ALSO FEEL THAT CANCELLATION OF 1974 PTC SHOW DESPITE BRIGHT PROSPECTS FOR SUCCESS SHOULD GIVE PARIS PRIORITY OVER OTHER LOCATIONS FOR NEXT EIPT EVENT. WE BELIEVE PARIS IS RIPE FOR THIS SHOW NOW AND WILL BE MORE SO IN 12 MONTHS TIME. NEVERTHELESS TO MEET COMMERCE TAIPEI PROBLEM AND TO TIME SHOW AS FAR AS POSSIBLE FROM COMPOSANTS, WE RECOMMEND EIPT SHOW BE SCHEDULED FOR PTC IN SEPTEMBER 1976 (WE ARE NOT CLEAR HERE WHETHER THAT WILL STILL BE FY76 UNDER PROJECTED FISCAL REFORM). IF THIS RECOMMENDATION IS ACCEPTED WE WOULD DELAY INITIATION

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PAGE 02 PARIS 10132 211852Z

OF PROPOSED FY76 CCP CAMPAIGN ON EIPT UNTIL JANUARY 76

TO PERMIT OPTIMUM PHASING OF PTC EVENT INTO CAMPAIGN.

3. INSERTION OF FOOD PROCESSING AND PACKAGING SHOW INTO JUNE 76 SLOT WOULD CREATE NEW PROBLEM OF SYNCHRONIZATION WITH CCP. WHILE LATEST STATE/COMMERCE DRAFT OF FY76 CCP LISTS FPP AS AN "OTHER PROJECT", WE FEEL THAT BIG FRENCH FPP MARKET (ESTIMATED BY USDOC RESEARCH AT OVER \$590 MILLION BY 1978) JUSTIFIES FULL CAMPAIGN. AS WE PROPOSE FOR FY77. PTC SHOW UNSUPPORTED BY FULL CAMPAIGN BUILDUP IS UNLIKELY TO ACHIEVE OPTIMUM RESULTS. IF NO MORE SUITABLE THEME FOR JUNE 76 SLOT CAN BE FOUND, WE WOULD THEREFORE INITIATE OUR FY77 FPP CAMPAIGN IN JANUARY 76 AND SIMULTANEOUSLY TERMINATE ANOTHER FY76 CAMPAIGN DEEMED LEAST PROMISING (PROBABLY PROCESS CONTROL INSTRUMENTATION).

4. OUR PREFERENCE FOR LATE JANUARY SLOT FOR HOTEL AND RESTAURANT EQUIPMENT SHOW WAS PREDICATED CHIEFLY ON OUR BELIEF THAT THIS IS PERIOD WHEN MOST FRENCH HOTELIERS AND RESTAURATEURS ARE LEAST PREOCCUPIED. TIMING OF PUBLIC-ATTENDED HOTELYMPIA IN LONDON (WHICH APPEARS TO CONFIRM OUR ASSESSMENT) SEEMS MORE ADVANTAGEOUS THAN OTHERWISE. WE STILL FAVOR OFF-SITE TANDEM IN LYON FOR FEB 3-5.

5. WE HOPE COMMERCE WILL AGREE TO POLLUTION CONTROL IN MARCH AND HOUSEWARES IN APRIL FOR REASONS GIVEN PARIS 9011, BUT IF U.S. HOUSEWARE EXHIBITORS ARE CONVINCED THAT APRIL IS TOO LATE WE ARE PREPARED TO RECONSIDER. RUSH

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